**D213 Performance Assessment Task 1**

**SENTIMENT ANALYSIS FOR AMAZON REVIEWS**

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**Part I: Research Question**

**A. Data Analysis Purpose**

**A1. Research Question:**

The research question that this analysis will focus on is if sentimental analysis can accurately predict the likelihood of positive Amazon customer experience.

**A2. Goal**

The goal of the analysis is to predict positive Amazon customer experience based on the provided Amazon review data. To do so I will perform sentiment analysis on the data set:

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**A3. Neural Network**

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**Part II: Data Preparation**

B1.

presence of unusual characters (e.g., emojis, non-English characters)

vocabulary size

proposed word embedding length

statistical justification for the chosen maximum sequence length

B2.

B3.

B4.

B5.

**B6. Copy of Prepared Data Set**

The preparation of the dataset was performed in Python using a Jupyter notebook environment. The Jupyter notebook file is attached to the task submission. A pdf copy of the notebook and a txt. file of code used is provided with the task submission as well. A copy of the cleaned dataset is also provided with the task submission. Lastly, the entire code used is also provided at the end of the document.

Part III: Network Architecture